

FOCAS OUTREACH PLAN OF ACTION

PHASE 1: INTERVENTION DEVELOPMENT

1. Gather baseline data on barriers & target population
 - FoCaS surveys
 - Cervical Cancer Study
 - Radio stations, shopping marts, & gathering sites
 - Explore CDC grants
2. Gather agency materials for review
 - Identify women from cohort to review & develop materials and strategies
3. Arrange accessibility hours for mammograms at Reynolds Health Center to meet the possible demand and explore treatment referrals options; Provide updated information on other clinics providing such services.
4. Identify possible women for Focus Groups
 - Churches
 - Women's Groups
 - Housing communities
 - Sororities
 - Utilize CAB & interviewers
5. Focus group preparation:
 - Gather existing scripts
 - Write, review, & edit possible questions
 - Composition: racially mixed (where possible) various educational levels
 - homogeneous grps. by age (40-45; 45+; 65+)
 - *Later possible group of males (Support systems)
6. Conduct Focus Groups: 4 or 5 groups
 - Video &/or audio tape
 - Incentives
 - Review materials
 - Identify natural helpers & video participants

PHASE 2: IMPLEMENTATION

1. Materials selected, reviewed, developed & distributed
 - Develop or order church fans, magnets, fly swatters (review materials from Cervical Cancer Project)
 - Maintain regular input from women in cohort & CAB
2. Produce community video (Hispanic, Jan)
 - Identify local african american artists for culturally appropriate advertising.

3. Mass Media Blitz: Selective messages for radio, community banners, weekly quiz bowls, city bus and newspaper advertisements, billboards, mass mailings, post cards contests.
 - **1st awareness (general and respected citizens/residents/CAB)**
 - **2nd dispel myths (gospel hours, talk shows, flyers)**
 - **3rd re-enforcers**
4. Utilize community workers to identify women, natural community leaders and set-up focus groups &/or parties.
 - Ideas include: Tupperware parties, church groups, sororities, housing community Resource Centers, beauticians, grocery stores.

ADDITIONAL IMPLEMENTATION

1. Focus Groups
 - a. Complete write-ups
 - b. Evaluations
 - c. Literature review/reference lists
2. Additional Validation re: beliefs, focus grp. & survey information **(Choose questions from focus groups to re-ask other women in the community; follow-up on educational program structure)**
 - a. Community meetings
(select questions)
 - b. Random Telephone survey (selected questions)
 - c. Churches in East Winston
 - Secure list of churches in community
 - identify those in targeted area w/ specific members
 - identify female ministers
 - Missionary group presidents/Deaconess Boards
 - Church nursing organizations
3. Video Production (3 months)
 - a. Identify prospective agencies/groups to develop
 - Consortium
 - Chronicle
 - Biomedical Communications
 - TV stations
 - Educational channels
 - Commercial channels
 - b. Possible participants: Focus Group identified survivors.

COMMITTEE MEMBERS:

Suggested Questions for Validation

Where do you get health information?

What causes you to go to the doctor?
(probe: waiting)

Has knowing how long you had to wait ever affected your decision to go to the doctor?

Does your doctor or nurse remind you when it's time to have a physical exam or a special screening test like a pap smear or mammogram?

a. How does he remind you?

b. If he does remind you, will you still get one?
yes no don't know

What could you do to improve your medical care?

Have you had a mammogram in the last year?

a. What made you get one?

b. Do you know how much it costs?

Why do you think some women do not have mammograms?

If discomfort (pain) is a reason, what could you tell a woman to reassure her?

Have you ever done your own breast exam?

If no, do you know how to do the exam?

CERVICAL CANCER/PAP SMEARS

Does cervical cancer mean a woman has to have her womb removed?

If a woman feels okay, does she still need a yearly pap smear?

If a woman has had a hysterectomy, does she still need a yearly pap smear?

What are reasons some women have regarding not having a pap smear?

PROBES: (check all mentioned)

- hysterectomy
- no longer having a period
- no longer having children
- too old
- embarrassed
- uncomfortable

